

Amendments to the Specification

Please replace the paragraph beginning at line 1 on page 14 with the following amended paragraph:

As will be more fully described below in connection with Figs 2b, 3-9, each of the software modules 34-42 provide certain functionality useful in conducting an advertising campaign using the Internet as the broadcast medium for the campaign. The CS module 34 constructs a specific database which describes a target audience for an advertising campaign from a larger audience demographics database and a set of criteria for the target audience. The CE module 36 initiates a first portion of an advertising campaign to be directed towards a first selected portion of the target audience to be contacted. To initiate the Email portion of the campaign, the CE module 36 accesses campaign Email data and the campaign database constructed by the CS module 34 and initiates the transmission of Email messages contained in the Email data to the first portion of the targets identified in the campaign database. Similarly, the CM module 38 initiates a second portion of an advertising campaign to be directed towards a second selected portion of the target audience to be contacted ~~which~~. To initiate the second portion of the advertising campaign, the CM module 34 accesses the campaign database constructed by the CS module 34 and campaign media data. The CM module 38 then initiates a polite push-style advertising campaign to be described in much greater length below to distribute the campaign media to the second portion of the targets identified in the campaign database. As Emails are not particularly size-intensive, the campaign Email data transmitted to each target identified in the first portion of the campaign database, it is contemplated that the campaign media data would typically include full-motion video or other types of space-intensive multimedia presentations. As it is contemplated that sizable amounts of campaign media data shall be transmitted to each target identified in the second portion of the campaign database, a polite push data transmission technique which delivers information files in the background is

recommended. Of course, the use of a polite push data transmission is purely exemplary and it is specifically contemplated that other data transmission techniques, particularly those which minimize any effects on the PC while the PC receives the data transmission, may be used in conjunction with the present invention.